

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method for automatically inserting hyperlinks into a webpage containing text, the method comprising:

comparing the text to at least one character string contained in a database to identify specific character strings from the database that appear in the text, wherein each of the character strings has an associated hyperlink that is also contained in the database;

for each of the identified character strings contained in the text, inserting the associated hyperlink into the webpage;

designating a name for a product; [[and]]

storing the name of the product as one of the character strings in the database; and

communicating the name of the product to a producer of the text, wherein the name of the product is designated from a plurality of names of the product that are utilized by the producer of the text.

2. (Previously Presented) The method of claim 1 wherein the text comprises content of a newsgroup article.

3. (Previously Presented) The method of claim 1 wherein the hyperlinks are inserted into the text of the webpage.

4. (Previously Presented) The method of claim 3 wherein inserting the associated hyperlink further comprises reconfiguring computer code used to form the webpage such that the identified character strings change appearance, and the associated hyperlink is selectable by a user that selects and clicks the identified character strings.

- 5.- 6. (Cancelled)

7. (Previously Presented) The method of claim 1 wherein only the first occurrence in the text of the character string is hyperlinked.

8. (Canceled)

9. (Currently Amended) A system for automatically inserting relevant hyperlinks into text contained in a file, the system comprising:

a first means to receive the text;

a second means to determine if a character string that is stored in a database appears in the text, wherein the database further contains a hyperlink that is associated with the character string;

a third means for inserting the hyperlink into the text if the character string appears in the text; and

a fourth means for designating a name for a product, and storing the name of the product as one of the character strings in the database, and communicating the name of the product to a producer of the text, wherein the name of the product is designated from a plurality of names of the product that are utilized by the producer of the text.